in mind the fact that the Santa Fe is the only line connecting the exposition cities. of \$50,000,000. Travelers should take in both the great California "shows," bearing remain open until December 4th. This Exposition is on a huge scale, its cost being upward The Panama-Pacific International Exposition at San Francisco opened on time and will of Mr. Mark S. Watson.

director-general, and Mr. H. J. Penfold is secretary. The publicity work is in charge Mr. C. A. Davidson is president of the San Diego Exposition, Mr. H. O. Davis is Diego have agreed upon a fixed-price schedule.

Food prices on the grounds are regulated by the management. The hotels of San ter in the world, Anfalulu Land, the joy wheel, the centrifugal aeroplane, and other novelties. On the Isthmus are located the amusement concessions, comprising the largest roller coashow the southwestern aborigines live at home-how they work, how they play.

is colored like the real Painted Desert in Arizona. Here the visitor may see Indians will live; in the background, the wandering tribes. The entire rock formation divided by a high mesa on which are cliff dwellings. In the foreground the Pueblo by an adobe wall and cedar stockade. The space inside consists of an open plain, Desert" exhibit of the Santa Fe Railway. The reservation of six acres is surrounded Near the north gate, between the Alameda and the Isthmus, is the "Painted

quistadores are everywhere. To put it briefly, the Exposition, though international to gaze on the blue Pacific. Reminders such as this of the Spanish explorers and con-At the eastern gate stands a heroic statue of Balboa, first of the early pathfinders are quarried and prepared for market. And there are growing orange and lemon groves. from the egg to milady's plume. A gem mine will show how the San Diego County gems

in scope, epitomizes the history of southwestern America.

deep canyon, and enter a walled city of the fifteenth century, its architecture reminding You cross Puente del Cabrillo—135 feet high and 900 feet long—which bridges a ment features 25 acres, while 250 acres are devoted to the landscape gardens and park. buildings occupy 100 acres, the state and foreign sections 100 acres, and the amuse-The area covered by the Exposition is 618 acres. The general exhibit and main 365 consecutive days—for here January indeed is like June, and June is perfect. 1915. The equable climate of San Diego makes possible an out-of-doors show lasting

business center of San Diego. The Exposition is situated in Balboa Park, a tract of 1,400 acres, bordering the ing several hundred wild animals. and ranch employes. It has its own mayor and police, and there is a huge zoo contain-

It opened on time, January I, 1915, and will not close until year-end, December 31,

the Theosophical Society, its white buildings and semi-tropical setting looking like a bit On the crest of Point Loma is a settlement of the Universal Brotherhood, a branch of off shore from the peninsula of Coronado. Mexican village of Tia Juana. A short ocean trip takes one to the Coronado Islands, the natural caves of La Jolla and "old town." Fifteen miles south is the quaint

producing stage in the world, hotels, restaurants, and homes for the cowboys, Indians,

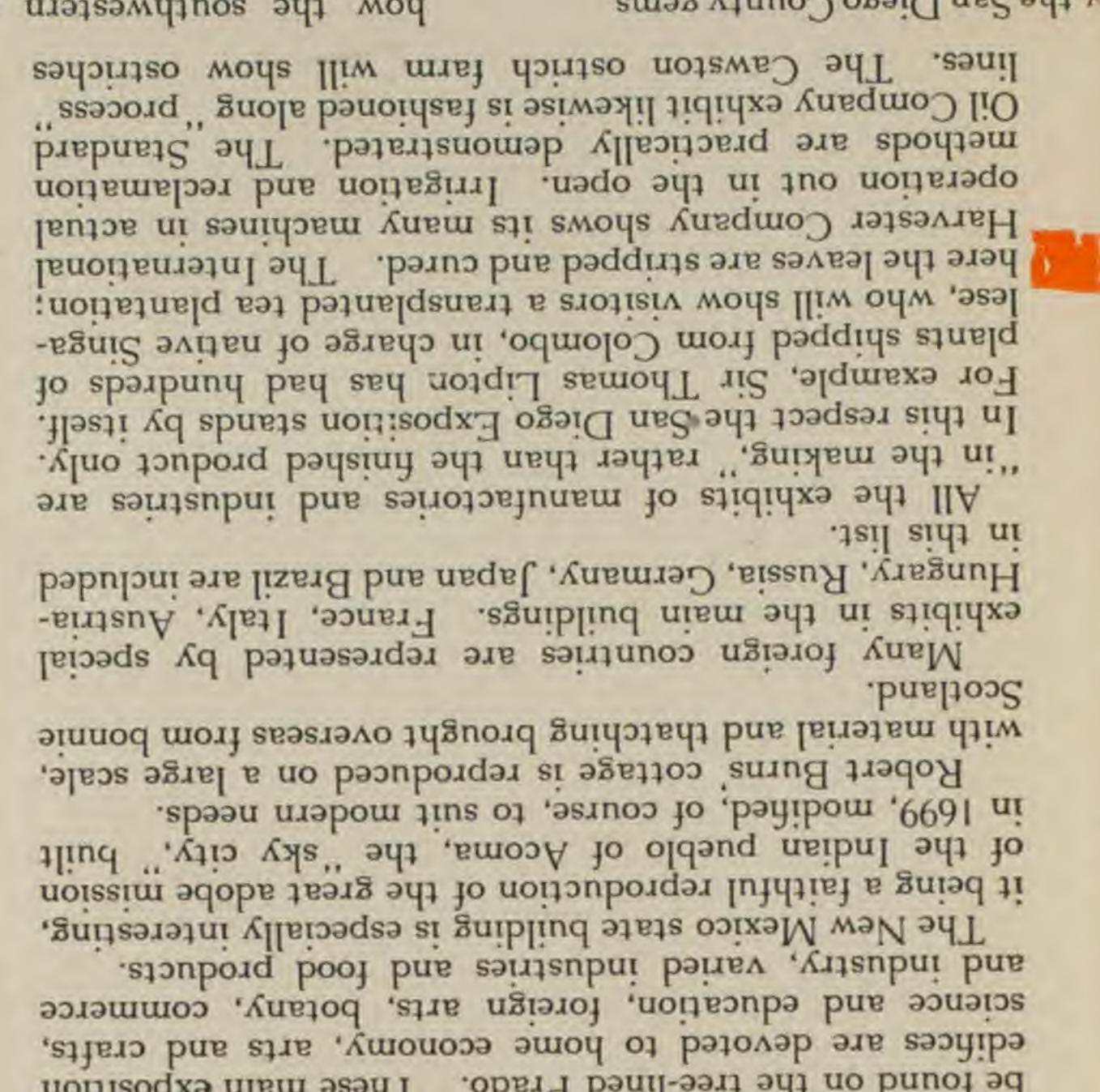
Universal City—truly a city, comprising motion film factories and offices, the largest

pageant-drama of old California days is staged in a unique playhouse near old San Cabriel

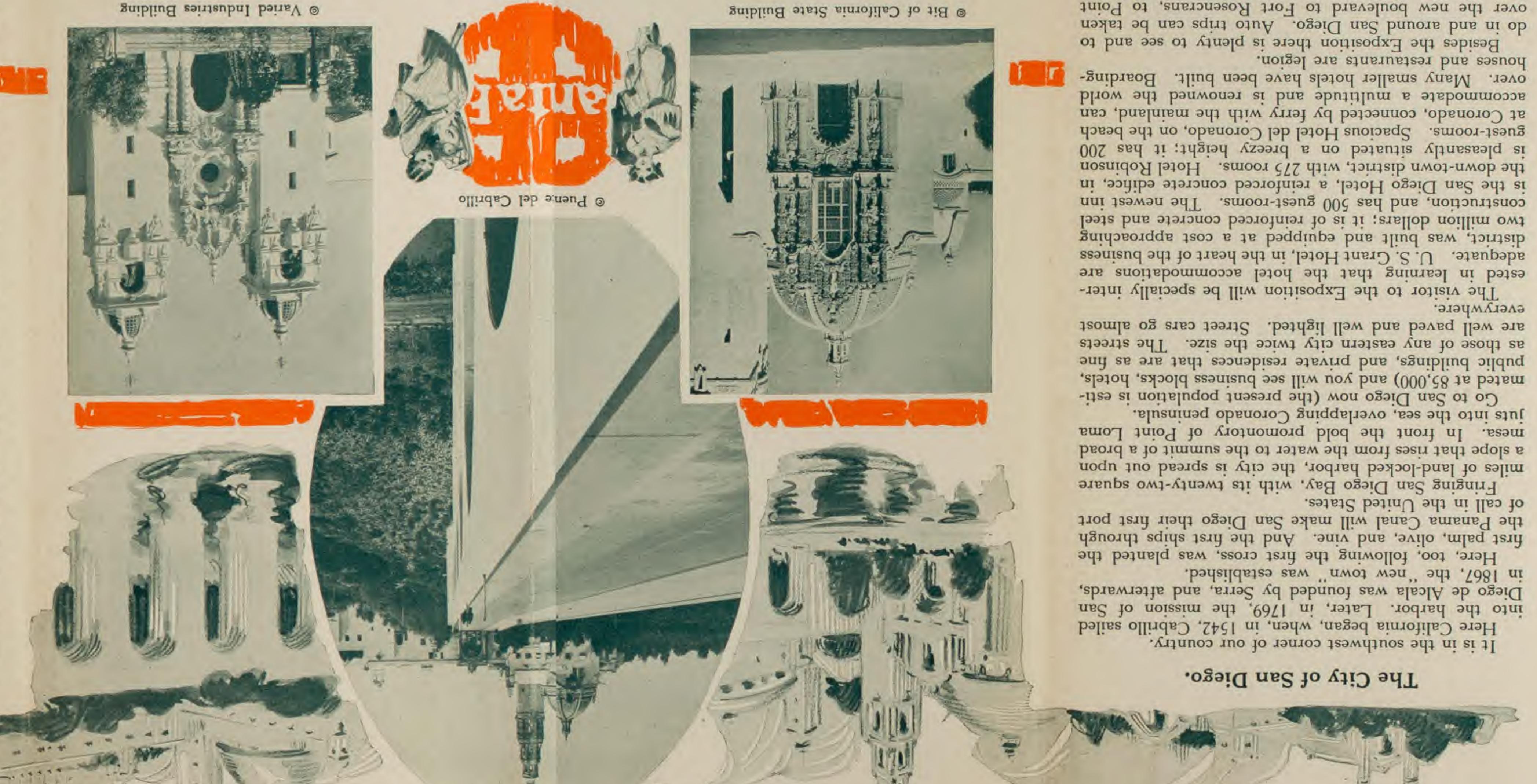
Also Los Angeles is the center of the motion picture industry. You should visit

Visitors who stop off at Los Angeles should see the Mission Play at San Cabriel. This

SAN DIEGO EXPOSITION GROUND PLAN



and industry, varied industries and food products. science and education, foreign arts, botany, commerce edifices are devoted to home economy, arts and crafts, be found on the tree-lined Prado. These main exposition with rounded arches and connecting colonnades, are to of some historic palace of Spain or Spanish America, ington. Eight other buildings, each an exact replica and archæology from the Smithsonian Institute at Washis a Roman building, which houses exhibits of ethnology state building commands attention with its massive On passing through the entrance arches, the California



International

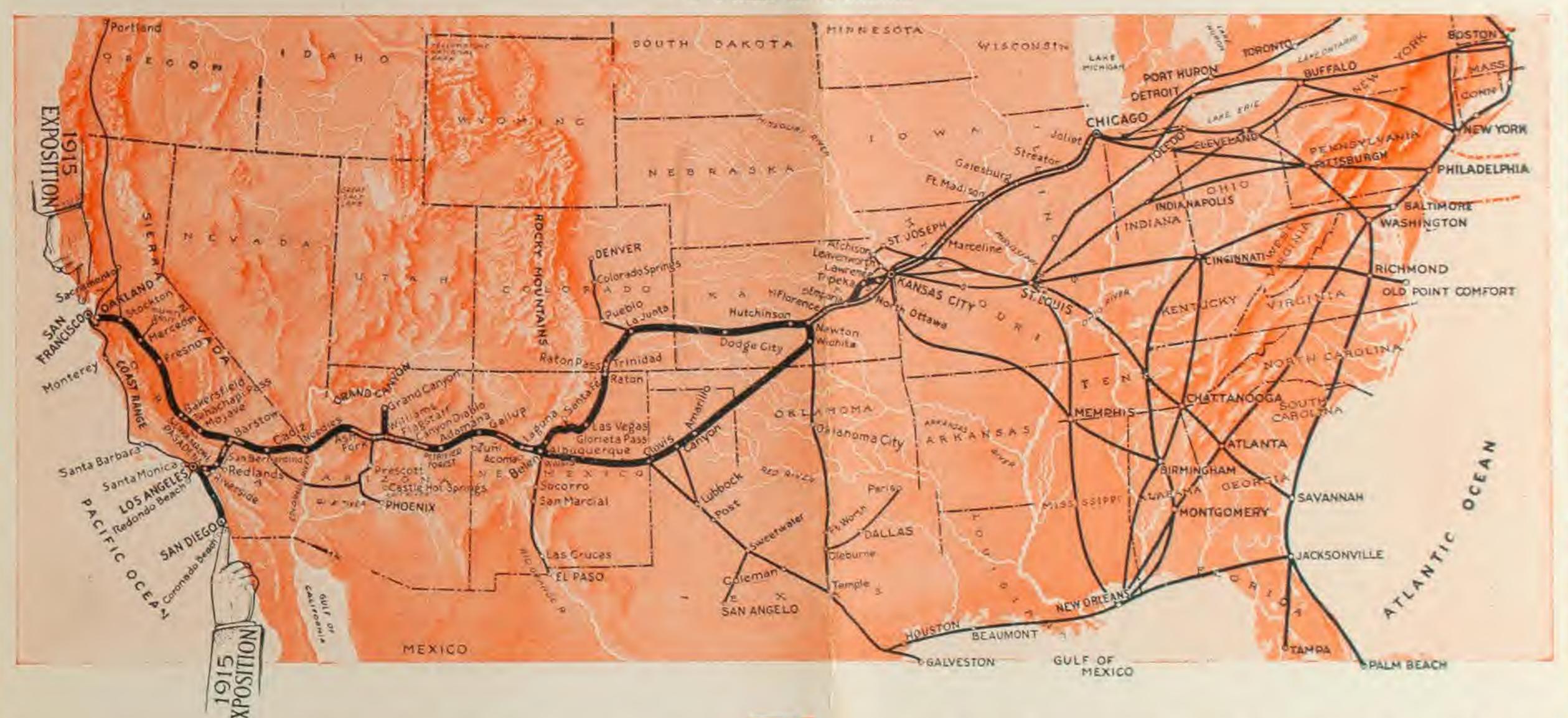




These pictures were made Opening Day-January 1, 1915



© Plaza de Panama



THROUGH SANTA FE SERVICE TO CALIFORNIA

Loma, to the old lighthouse and Ocean Beach; also to

juts into the sea, overlapping Coronado peninsula.

It is in the southwest corner of our country.

The City of San Diego.

houses and restaurants are legion,

The Santa Fe operates four trains a day from Chicago and Kansas City to Los Angeles, San Diego, and San Francisco, on the only railroad under one management all the way to the coast, and the only railroad entering San Diego. A new transcontinental route has been established from New Orleans to Pacific Coast, via Gulf Coast Lines (Frisco), New Orleans to Houston, Texas, thence "Santa Fe all the way" over the new cut-off to San Francisco, Los Angeles, and San Diego. Excellent connections are made at Kansas City with trains of other lines from St. Louis: at Newton with Santa Fe trains from Oklahoma and Texas; at La Junta with Santa Fe trains from Denver; at Albuquerque for El Paso, and at Williams for Grand Canyon, The California Limited is the only limited train to Southern California, via any line exclusively for first-class travel, all others also carry second-class passengers. The other trains have standard Pullmans, tourist sleepers, and chair cars. Double track more than half way to California; block-signal

safeguards all the way. Fred Harvey meals in dining-cars and station En route the traveler passes through a veritable land of enchantment, crossing four mountain ranges. The southerly direction insures pleasant weather in winter, and the altitude for hundreds of miles averaging more than a mile above the sea-insures a cool summer trip. The scenery is unique; here are petrified forests, Indian pueblos,

painted deserts, and that titanic chasm, the Grand Canyon of Arizona. EXPOSITION RAILROAD FARES For the International Panama-California Exposition at San Diego, and the Panama-Pacific International Exposition at San Francisco, first-class tickets will be sold via direct lines to San Diego, Los Angeles, San Francisco, Oakland and return, at following fares: River points, \$50.00; from Denver, Colorado Springs and Pueblo,

return limit of three months from date of sale, but in no case later

than December 31, 1915.

Our regular summer Tourist fares, which are on sale until September 30th, are about ten dollars higher than Exposition fares above mentioned, but they have a longer limit, being good for return until December 31, 1915. Ask Santa Fe representative for pamphlet that tells in detail of all these fares.

Washington, D.C., Union Trust Bldg.

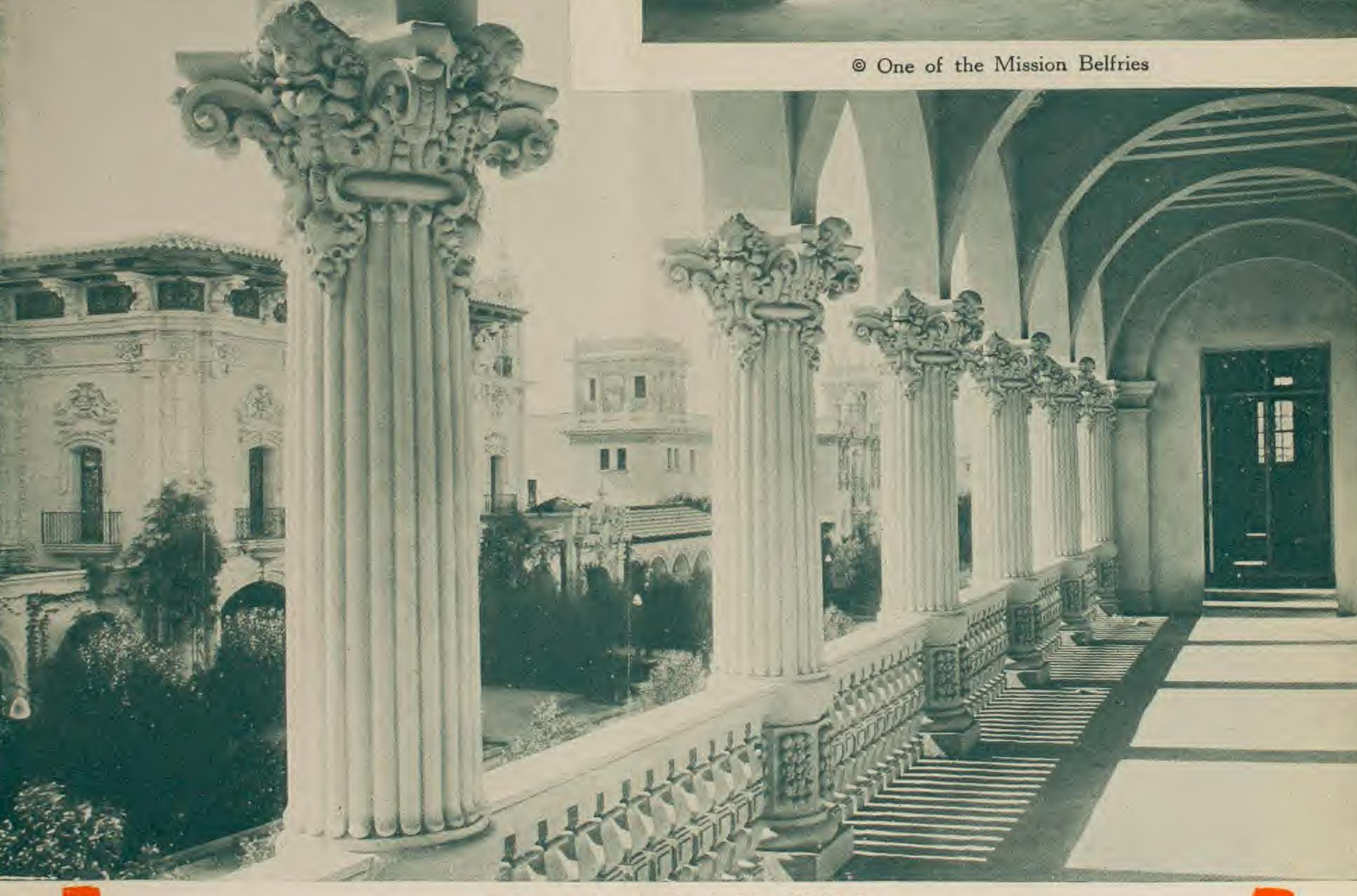
Yokohoma, Japan ... 4 Water St. New Orleans, La., 223 St. Charles St. JNO. J. BYRNE, A. P. T. M., A. T. & S. F. Railway. ... Los Angeles, Cal. J. M. CONNELL, G. P. A., A. T. & S. F. Railway W. S. KEENAN, G. P. A., G. C. & S. F. Railway .. H. K. GREGORY, A. G. P. A., A. T. & S. F. Coast Lines, San Francisco, Cal. J. BRINKER, G. P. A., Panhandle and Santa Fe Ry Amarillo, Tex.

F. P. CRUICE, A. G. P. A. A. T. & S. F. Rv. — Coast Lines | Prescott. S. F. P. & P. Lines, and Grand Canyon Ry. | Ariz. 910 7-6-15 25M

FIAND MCNALLY & CO. CHICAGO







Botanical Building

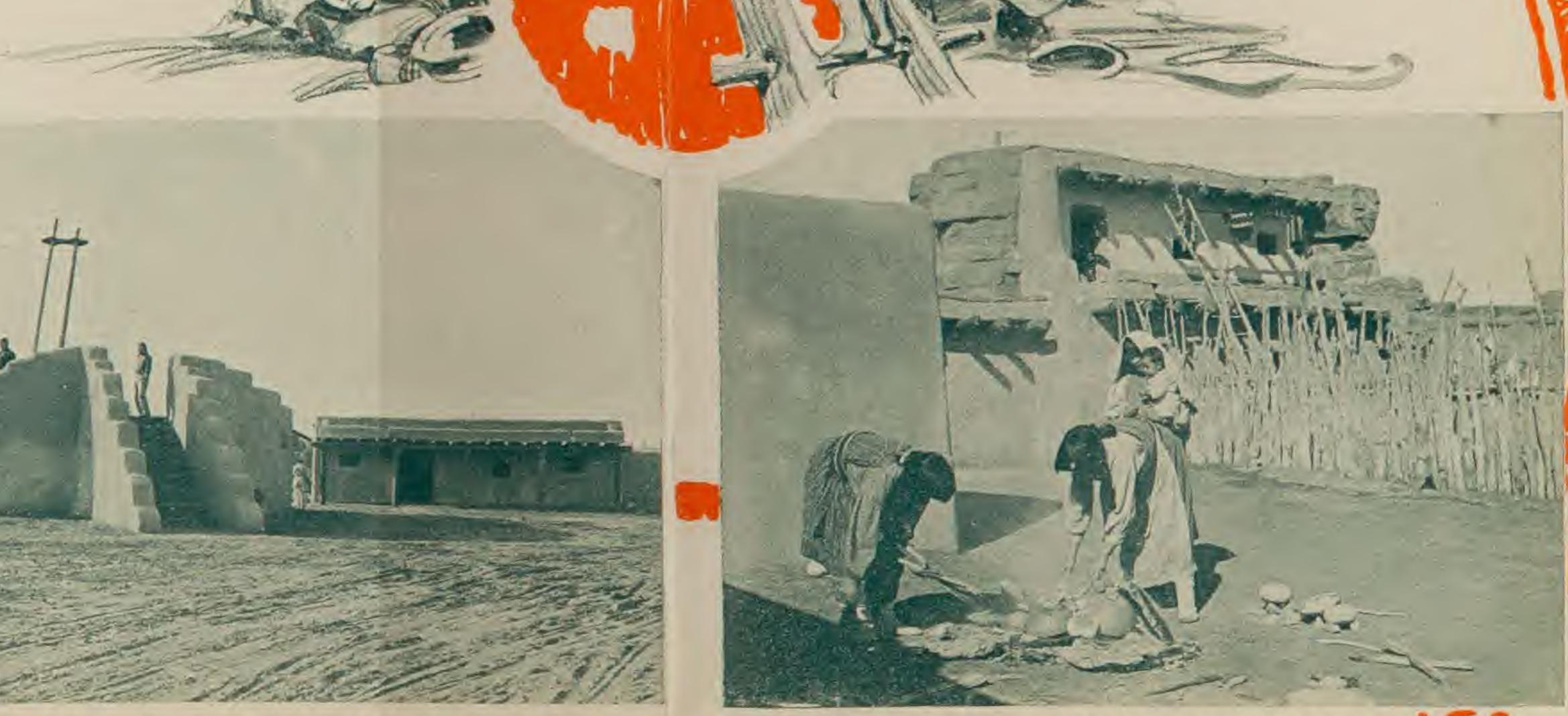






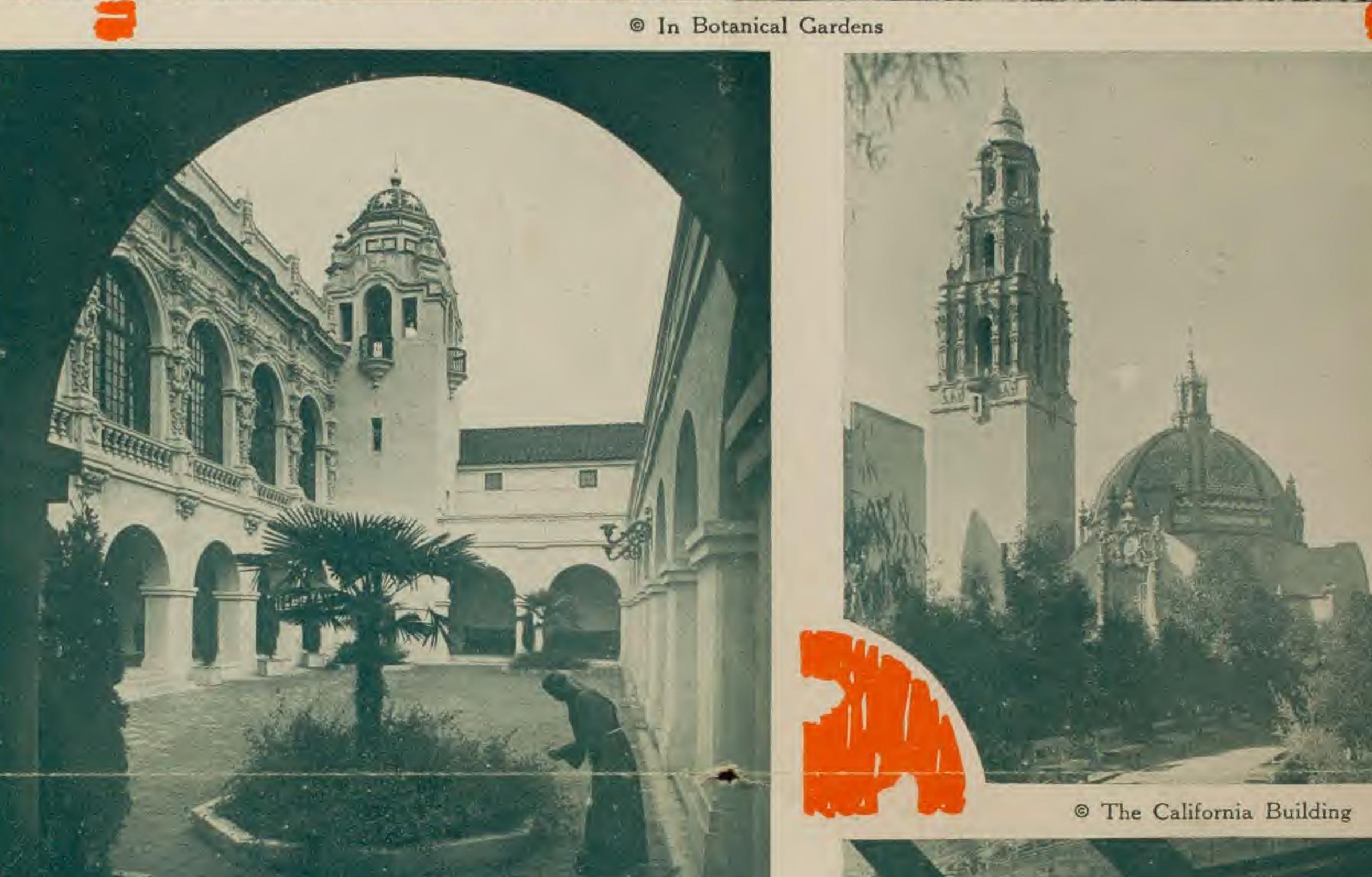
Painted Desert Exhibit of Santa Fe Railway



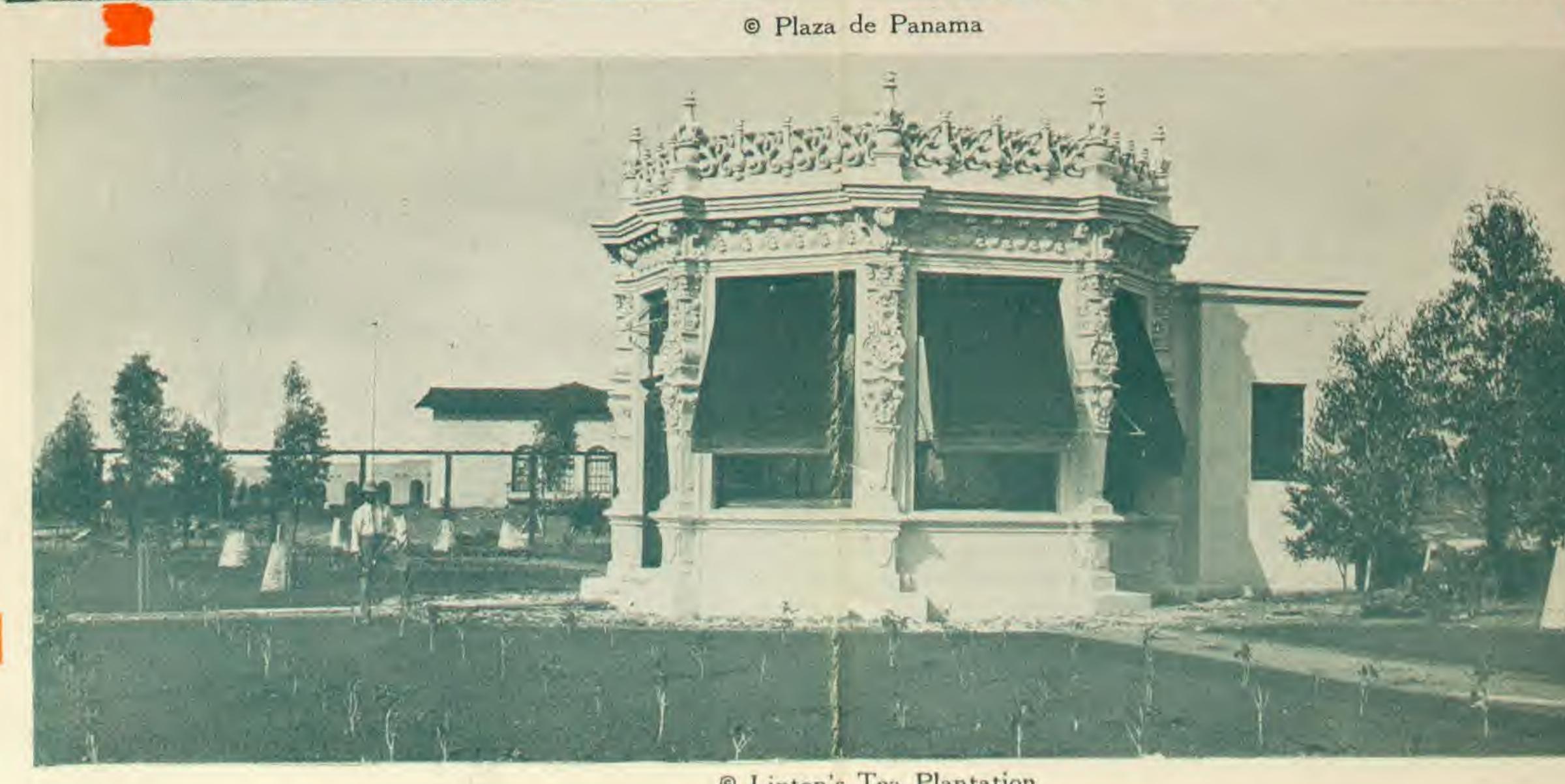












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